Synopsis

"INFLUENCE OF SOCIAL MEDIA PROMOTIONS ON CONSUMER BUYING BEHAVIOR TOWARDS ORAL CARE PRODUCTS ON RURAL CONSUMERS"

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1. Introduction

In Today's Competitive and Dynamic media consumption environment, it is hard for advertisers to deliver right message, to the right person and at the right time.

It is very difficult and challenging to engage customers with the brand advertisement. The research is undertaken in the above context, in order to understand which media (TV, Radio, Newspaper, and Internet) are preferred by the consumers at various consumer buying stages for

The term advertising starts from the Latin word 'advertere' that way to turn the consideration. In this way, advertising is an instrument organizations use to draw the consideration of purchasers and open to any question or reason. Promoting is utilized in every one of the nations of the world. The essential point of promoting movement is advancement of the result of the sponsor. Advertising is an intense apparatus of showcasing and a segment of the general advancement exercises. Promoting is wherever in our everyday life. Its structures and parts are both challenged and appreciated.

The Internet has become a major source of information consumption, and to some extent, has replaced old media such as the radio, television and the newspaper. The main advantages of the Internet include its mass availability and its almost instant access to current information. As a result of the public's reaction to these advantages, Madison Avenue realized the potential of the new media and soon incorporated it to its budget. Convinced by the initial web publications of the early '90s, companies soon instilled momentum in the new channel. Today, more than 700 million people use the Internet daily, mostly so in developed countries (USA, China, Japan, Germany and Britain, e.g.) Hoffman and Novak (1996)

- Oral Hygiene Care products such as: toothpaste, toothbrush, teeth whitening products, dental floss, mouth fresheners in rural areas of Meerut, western Uttar Pradesh.
- Research is required in order to understand the consumer engagement (time spent, preferred time slot and utility) and its impact with reference to different mediums in the above mentioned product category.

1.1Research Questions

The present study attempts to answer the questions as:

- Ques 1.What is the awareness level of rural consumers towards oral hygiene products?
- Ques 2.Which social media platforms are used by companies to influence behavior of rural consumers?

- Ques 3. What type of social media advertising is preferred by rural consumers to purchase oral hygiene products?
- Ques 4. What is the role of social media to change the consumer behavior?
- Ques 5. What is the consumption pattern of rural and urban consumers towards oral care products?

1.2Noteworthy Contributions in the research field

This research would be beneficial for
1.Marketers/Advertisers
2.Consumers
3.Researchers-For further research
4.For managerial implications

1.3 Scope of the study-

Research may discover interesting relationship among social media spent time and consumer purchasing pattern.
This research can be done at national level also.

1.4Tentative Chapter Plan

- Chapter-1 Introduction
- Chapter-2 Literature Review
- Chapter-3 Research Methodology
- Chapter-4 Data Analysis
- Chapter-5 Conclusion,
- Chapter-6 Limitations,
- Chapter-7 Suggestions
- Chapter-8 Scope for Future Research

2. Literature Review

- To understand this research topic clearly a literature review is required which is still in the process.Somereviews suggested that not much emphasis has been given on identifying consumerinteraction with various media.

Results showed that exposure to online advertisement had direct influences on every stage of the customer's decision-making process including information acquisition, purchase behavior, and post-purchase, communication and evaluation, as well as influencing general opinions and attitude formation

1.HazemTawfik Halim , Yasser Tawfik Halim, SamiaAdly El Sheikh.(2022)the outcomes found that there is a relationship between the environmental concerns and consumer's perception toward green products. In addition, a relationship existed between the subjective norms and consumer's perception toward green products, finally, there was also a relationship founded between the consumer's perception towards green products and purchase intention of green products.

2.Dr. Ashutosh Kumar Pandey (2022)concluded that both male and female respondents like to purchase online because of easy access. The online shop is open 24x7. So, time does not work as a barrier. Online stores allow us to shop "pollution-free" shopping. Because there are no any intermediaries or less number of intermediaries, so products are comparatively cheaper. Comparison of the costs is very easier. Many e commerce companies also provides coupons and rebates. So we can say that prices on online platform. In online platform, number of options is available. Most of the items you are looking for is available here. Number of quality products in different shape and size are available online. Stocks are also significantly larger so possibility of our choices meat out more.

3.Sachin Gupta &Chahat Chopra (2020) It can be concluded from this research that consumers in New Delhi, India are actively utilizing social media platforms as a tool in validating their purchase decisions. Social media is taken as the electronic word of mouth by majority of the respondents. Reviews and preferences by the past consumers on Social media platforms affect the decision process of potential customers.
Social media users found decision-making to be easier and enjoyed the process more, when compared to those who used other information sources. Those who perceived the information on social media to be of higher quality and greater quantity than expectationswere more satisfied overall. The results overall show that Social Media has a strong impact on the consumer decision-making process

4. Abdullah YahiaMoqbile Ahmed (2017) Results showed that exposure to online advertisement had direct influences on every stage of the customer's decision-making process including information acquisition, purchase behavior, and post-purchase, communication and evaluation, as well as influencing general opinions and attitude formation.

5.Deepak Kumar& Dr. Satish Chandra. (2017) Suggests thatthe most influential element of impact of advertising with regard to consumer perception is product benefit which represents the benefits that the consumer is getting by using the product. Other elements of impact of advertising which influence consumer perception include; products ingredients, product quality, product quantity, product price, models used in the advertisements, product testimonial, product packaging, product name and product color. The present investigation has embraced a significant perspective of advertising and its viability as far as mentality towards the commercial, state of mind towards the brand and buy goal.

6. GeethikaB,KathiravanSelvarasu (2016) All these products aim at preventing caries and most of the periodontal diseases. They promote healthy oral tissues which in turn is the evident marker of the oral health. These products eventually ensure that oral health is maintained without any hinderance no matter what the age or the present condition of the user is. We've have evolved from chewsticks to electronic toothbrushes and there has been a marked evolution with regard to all the other oral hygiene products.

7. Bobby Paul, MausumiBasu(2014) The results of this study suggest that oral health awareness and practices among the study population are poor and need to be improved. The above-mentioned oral hygiene problems can be prevented by simply providing awareness, which is a more cost-effective alternative than expensive dental procedures. Periodic oral health awareness programs at schools, colleges, universities, and community levels should be undertaken, and at each level, the major role and responsibility lies in the hands of the primary care physicians, whose interactions at the individual and family levels make them more accessible and acceptable. Dental professionals, Dental Marketing Agencies, and media too may join hands with the government to help in the prevention of oral health problems by improving knowledge, attitudes, behaviors, and practices toward oral hygiene among the general population.

8. Nielsen (2012), purchasers are more responsive towards online life commercials. Notwithstanding this pattern, Asia as far as scholastic examinations that assistance comprehends this field better. Asian buyers tend to indicate positive approach towards sharing, loving and obtaining item through online Advertisements. In spite of generally high association of Asian purchasers in online life commercials, very little Perceptional confirmation is accessible to comprehend customer's recognition towards them.

9.Kotler, Keller, (2011): It looks at how feelings, mentality and inclinations influence purchasing conduct. Numerous things join together to develop the conduct of any person. These incorporate social, social, individual and mental components. Culture assembles solid view of the item in the psyches of the consumer.

10. Dr.UrvashiMakkar&VijendraDhyani (2010) Concluded that media is having a dramatic impact on the consumption patterns of the consumers, irrespective of their affiliation to certain geographical locations – rural or urban & their gender. Even in this new business environment where electronic transactions are becoming the norm, the use of other media options to document business transactions is equally important, specifically for the rural customers. Indeed, as per the current research, it is now widely recognized that the role of other media options is not less in

comparison to the world of electronic communications. This view can be the driving force behind efforts by the marketers to develop rules regarding their media mix strategies.

2.1 Sources of Literature Review

- Various Research papers on the relevant topic.
- **Some Secondary data from different sources like**

  - Internet,

  -Books and Journals

  -Magazines

  Are being conducted in the process.

3. Research Methodology

OVERVIEW

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In it, the researcher tries to explain the various steps that are generally adopted by him in studying his research problem along with the logic behind them. It is necessary for the researcher to know not only the research techniques but also the methodology. Researchers not only need to know how to develop certain indices or tests or how to apply particular research techniques but they also need to know which of these techniques are relevant and which are not, and what would they mean and indicate. Researchers also need to understand the assumptions underlying various techniques and they need to know the criteria by which they can decide that certain techniques and procedures will be applicable to certain problems and others will not. This means that it is necessary for the researcher to design a methodology suitable for his research problem as the same may differ from problem to problem (Kothari, 1985).

Research methodology has many dimensions and research methods do constitute a part of the research methodology. The scope of research methodology is wider than that of research methods. Thus, research methodology includes not only research methods but also the logic behind the chosen research methods and explains why researchers are using a particular method or technique and why researchers are not using others so that research results are capable of being evaluated either by the researchers themselves or by others.

3. 1 Objectives of study

- 1. To explore the pattern of social media usage habits of rural consumers of Oral Care Products for their oral hygiene.
- 2. To identify the social media preference of the consumer with the utility of the medium.
- 3. To study the impact of social media promotions on consumer purchase decision in rural area.
- 4. To compare the usage behavior of rural and urban consumer for oral care products.

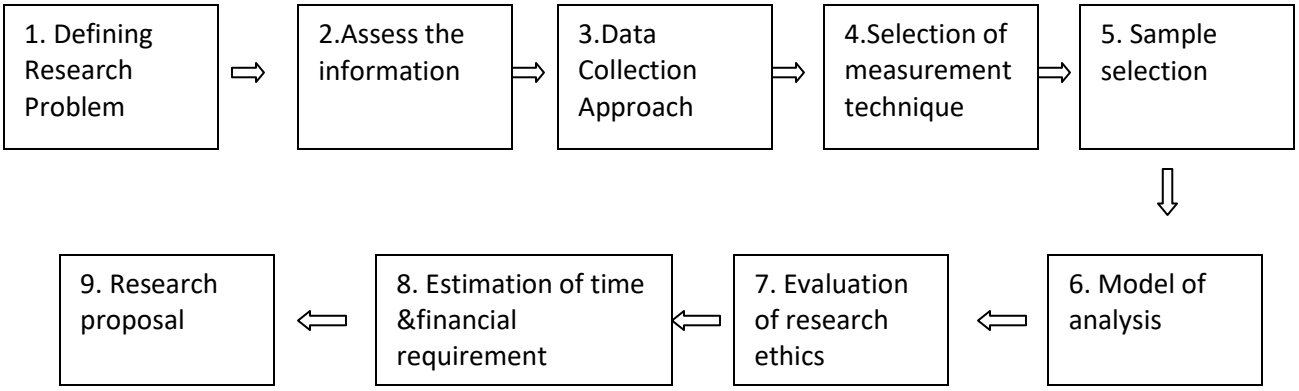
3.2 Hypotheses

A Hypothesis is an assumption, anidea that is proposed for the sake of argument so that it can be tested to seeif it might be true. It will be used to define the relationship between twovariables.

A hypothesis states your predictions about what your research will find. It is a tentative answer to your research question that has not yet been tested. For some research projects, you might have to write several hypotheses that address different aspects of your research question.

- Projected Hypothesis can be takenas.
- H1- There is no significantdifference between demographic variables and amount of time spent oninteraction with social media.
- Ho- There is a significantdifference between demographic variables and amount of time spent oninteraction with social media
- Various other hypotheses can betaken to understand the relationship of different variables.

3.3 Research Design-Research design is a plan to answer your research question. A research method is a strategy used to implement that plan. Research design and methods are different but closely related; because good research design ensures that the data you obtain will help you answer your research question more effectively.Research design used in the studyis **descriptive** as the study carried out so far describe various media habits ofconsumers for Oral care products at Uttar Pradesh.



Model of Research Design

3.4 Data Collection Method –Data collection methods are techniques and procedures used to gather information for research purposes. These methods can range from simple self-reported surveys to more complex experiments and can involve either quantitative or qualitative approaches to data gathering.

Schedule is the tool or instrument used to collect data from the respondents while interview is conducted. Schedule contains questions, statements (on which opinions are elicited) and blank spaces/tables for filling up the respondents. The features of schedules are: The schedule is presented by the interviewer.Data will be collected through structured schedule. Bothmale and female respondents will be considered for collection of primary data.

3.5 Sampling frame and Sample Unit –A sampling frame is a researcher's list or device to specify the population of interest. It's a group of components that a researcher can use to select a sample from the population. Limited resources and accessibility might prohibit

researchers from collecting data from all target population segments. Sampling frame is a subset of population or object that you have access to them.

For this research I have selected the below sampling frame.

Data will be collected from different types of respondents such as:

- Businessman
- Self Employed
- Government Employees
- Private sector Employees
- Academicians
- Students
- Farmers

Western Uttar Pradesh shares borders with the states of Uttarakhand, Himachal Pradesh, Haryana, Delhi, Rajasthan and Madhya Pradesh, as well as a brief international border with Nepal in Pilibhit district. Major cities and towns include **Baghpat**, Bareilly, Badaun, Agra, Mathura, Moradabad, Sambhal, Amroha, **Ghaziabad**, **Noida,**Bulandshahr, **Meerut,**Hapur, Saharanpur, Aligarh, Hathras, Kasganj, **Muzaffarnagar**, Rampur, Shahjahanpur, Etah, Firozabad, Mainpuri, **Shamli,**Bijnor, Najibabad, Farrukhabad, Etawah and Auraiya.

For this research sampling unitswill be collected from 6 cities of western U.P. **Meerut,Muzaffarnagar,Noida,Ghaziabad,Baghpat** and **Shamli**. These cities are nearby and with diversified demographic profiles and mix of rural and urban area.

3.6 Sample Size – In a research sample size refers to the number of participants or observations included in a study. The number is usually represented by n. The size of the sample influences two statistical properties:

1. The precision of our estimates and
2. The power of the study to draw conclusions.

For this research I am considering that sample size of respondents will be **500** approximately.

3.7 Sampling Method-Sampling means selecting the group that you will actually collect data from in your research. For example, if you are researching the opinions of students in your university, you could survey a sample of 100 students. In statistics, sampling allows you to test a hypothesis about the characteristics of a population.

In Statistics, there are different sampling techniques available to get relevant results from the population. The two different types of sampling methods are: Probability Sampling. Non-probability Sampling.

In this research Non- Probabilityconvenience method used for Sampling Population.

3.8 Survey Instrument– The term "survey instrument" refers to: (1) the questionnaires, which serve as the primary source of data on a given respondent, and (2) documents such as the household record cards that collect information on members of the respondent's household.

- Questionnaire & Online survey trough mailed questionnaires and Google forms will be used in this research.

4. Data Analysis& Interpretations, Technique&Statistical Tools

A chi-square test is a statistical test that is used to compare observed and expected results. The goal of this test is to identify whether a disparity between actual and predicted data is due to chance or to a link between the variables under consideration. As a result, the chi-square test is an ideal choice for aiding in our understanding and interpretation of the connection between our two categorical variables.A chi-square test or comparable nonparametric test is required to test a hypothesis regarding the distribution of a categorical variable. Categorical variables, which indicate categories such as animals or countries, can be nominal or ordinal. They cannot have a normal distribution since they can only have a few particular values.

Chi-Square Test-The Chi-Square testis a non-parametric test which would indicate whether or not the observedpattern is due to chance.Non-parametrictests are used when normality of distribution cannot be assumed as in nominalor Ordinal data.In this study Chi-Square test maybe applied to find out the association between consumer profile and mediahabitsChi-square formula is a statistical formula to compare two or more statistical data sets. It is used for data that consist of variables distributed across various categories and is denoted by χ^2. The chi-square formula is:

$$\chi^2 = \sum(O_i - E_i)^2/E_i,$$

Where:

O_i = observed value (actual value) and

E_i = expected value

5. Expected Outcomes/Conclusions

- Some outcomes are expected in thisresearch are:
- This will explore the social media usage habits ofbuyers on Oral care products
- Percentage of respondents spent time with different social media platforms.
- Which social media platform is most preferred by theconsumers to select the product?
- What is the difference between the usage habit of rural and urban consumers towards oral care products in western Uttar Pradesh.
- This may explore why and when the consumer purchase oral care products and how much they spent for this.

6. Limitations of the study

No study or research is free from limitations. This study has a few limitations and are shared below**.** The limitations in research are the constraints in design, methods or even researchers' limitations that affect and influence the interpretation of your research's ultimate findings.

It is always better to identify and acknowledge shortcomings of your work, rather than to leave them pointed out to your by your dissertation assessor. While discussing your research limitations, don't just provide the list and description of shortcomings of your work. It is also important for you to explain how these limitations have impacted your research findings.

There may be some limitation of this research below:

1. **Formulation of research aims and objectives are too broadly-**For this research aims and objectives selected are too broad and vast this may create a problem but this can be minimize during data collection.
2. **Implementation of data collection method-** Might be data collection method is not proper that limitation I can face in further research which can be reduced to identify effective methods of data collection.
3. **Sample size-**Sample size depends on the nature of the research. In this research I will assuming that sample size of 500 respondents may or may not give good results that may be a limitation factor in my research.
4. **Lack of previous research in this area-** Literature review is an important art of any research, because it helps to identify the scope of works that have been done so far in research area. As per the literature review research work is limited in this area previously this may be a limiting factor.
5. **Scope of discussion –** Due to lack of experience in the field of research and not working on the large sample sizes problem will be faced in understanding the depth of the research through academic papers.

6. **Availability of reliable data-** This is also a limitation that when primary data will be collected offline and online each and every respondent may not be directly in touch due to busy schedules and other works ,so that reliability of the data may not be ensured.
7. **Methods /instruments and techniques used in data collection-**Methods of data collection may not be proper; it may be a problem in using research instruments and techniques of data collection.
8. **Self-reported data –** Sometimes self-reported and hypothetical data may be a limitation of the study I will try to avoid this, but relevant data is not available in this area which may be a limitation.
9. **Time constraints-** Time is also a constraint factor which always limited for everyone in this research time may be limited factor.
10. **Cultural and other issues-**Cultural and community factors are hindering factors which are limitation if this research.

7. Suggestions/Recommendations

There are many different ways to frame recommendations, but the easiest is perhaps to follow the formula of

Research question

Conclusion

Recommendations

8. Scope for further research

The main purpose of this part is to make the readers aware of the findings emerging from the study, and its shortcomings. The shortcomings of the research gap guide future researchers on a domain that they must consider to save time and avoid repetitive outcomes.

Some tentative future scopes are as under:

1. The future scope is focused solely on study findings.

2. The future scope is focused on the theory or theoretical model misused.

3. The future scope from lack of literary support.

4. The future scope of geographical outreach.

5. The future scope of testing methods and statistics.

6. The future scope on the complete redesigning of methodology.

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